

3010 IBM S&S Video Update
Harish Grama Interview
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Hello my name is Harish Grama, worldwide Vice President of Product Development and Customer Support for the Rational brand.

As always Rational is a fantastic place to be and a lot of new exciting things happening. Over the last year or so and in the next few months we would have released a sum total of 200 new versions of our products.

A lot of these new products have basically been in-house development but we have also been acquiring companies in the security space. You have heard of our AppScan offering in the past. We have recently acquired Ounce, which provides source code testing tools. So along with the Ounce and AppScan we have the industry's best end-to-end Web App Security testing portfolio.

Combine this with our innovations and the enterprise modernization space along with our end-to-end capabilities in complex embedded systems, Rational allows you to derive greater business benefits from your investment in software.

For example, Rational Team Concert brings enterprise scalability as well as allows you to enable your small, medium and large teams to more effectively adopt agile methodologies and product development.

Rational Insight gives you visibility into your critical product and project data and allows you to manage them across geographical boundaries in a single view as well as to be able to monitor them.

Rational Quality Manager gives you a centralized framework for automating your test from an end-to-end perspective and gives you a better software delivery process.

And Rational Requirements Composer, which brought us review and approval notification as well as better integration with third party products.

As you can see we have delivered a lot of new value, a lot of new products, a lot of new innovations and the way for you to be able to leverage all of this is to be sure that your subscription and support is active and renewed.

As the Vice-President of Product Development and Customer Support my team and I are driving innovation not only into our product stream but also into our support mechanism and tools.

For example, new tools such as our IBM Support Portal that gives you a personalized and unified view of all available help for your IBM services, systems, and software.

Another significant add to our IBM support system is the IBM Education Assistant which has over 300 multimedia modules to help you better use the Rational product set and find help as you need it.

And last but not least do look us up while social networking. Follow our tweets, look us up on the tube and be our friend.

Subscription and support is a really important piece to make sure that you are protecting your investment in software.

And hopefully you will see Rational's dedication and my personal dedication in ensuring your success and also continuing to see business value and world class technical support by renewing your subscription and support. Thank you.